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## AUTO PRODUCTION TODAY REDUCED TO A SCIENCE

Plants Models of Efficiency,  
Volume of Business Never  
Before Equalled

Motor car manufacture has reached a stage where the automobile plant must be entirely distinctive from all other kinds of factories. The efficiency engineer has applied his ideas to the building of model motor car factories in which the laborer, by ingenious location of departments, is enabled to do much more work, with much less labor, than ever before. Production of automobiles has been reduced to an exact science.

And so we have the spectacle of a young industry—for the motor car industry is still young, despite its great growth—setting other industries an example of efficiency in saving of production cost.

It is partly because the leaders in the motor car field today are using the wisdom of the efficiency engineer to reduce the cost of the motor car that I have such great faith in the future of the industry, which is being placed on a rock foundation of solid worth.

In view of the remarkable steadiness that has characterized automobile sales, not only during the closing months of last year, but during the last three years, it seems hardly necessary to instill a note of optimism in a forecast of business for the coming year. Practically every manufacturer reported a volume of business never before equalled in the slack months of the year.

This healthy increase in American sales can be attributed largely to remarkable records made by automobile dealers in the farming districts. Big crops, coupled with the highest prices ever known in this country, have made the purchase of automobiles a possibility to thousands of farmers in the agricultural sections.

But this is only one cause. The general prosperity of the nation has boomed the automobile business beyond nearly all expectations. There is no reason for believing that this prosperity of the motor car business will be influenced adversely by the end of the war, whatever falling off in orders there may be in this country—if there is any falling off—it will be more than made up by the increase in exportation of motor cars.

The automobile business has experienced a great change in system and wonderful prosperity in the last few years, but the end is not yet—even better times are coming.

### FIRESTONE TIRES SELL

Last year the sale of Firestone automobile tires exceeded any previous year by 62 per cent. In 1917 the demand will be still greater, as thousands of dealers who have previously handled tires of other makes are arranging to stock this line. These dealers are convinced that Firestone tires can be sold more readily and at a satisfactory profit.

Greater and better manufacturing facilities, more direct distribution, and more complete and comprehensive advertising will all combine to make Firestone tires the dominant factor again in 1917.

### TOKIO HAS BOY SCOUTS.

TOKIO, Japan.—A branch of the Boy Scouts of America has been organized at Tokio under the honorary presidency of George W. Guthrie, the American ambassador, and with the assistance of Col. James A. Irons, the American military attaché, and Commander Frederick J. Horne, the naval attaché. About twenty American boys, all of whom are pupils at the Tokio Grammar School, form the nucleus of the organization.

## USE "TIZ" IF FEET ACHE, BURN, PUFF UP

Can't Beat "Tiz" For Sore,  
Tired, Swollen, Calloused  
Feet or Corns



You can be happy-footed in a moment. Use "Tiz" and never suffer with tender, raw, burning, blistered, swollen, tired, aching feet. "Tiz" and only "Tiz" takes the pain and soreness out of corns, callouses and bunions.

As soon as you put your feet in a "Tiz" bath, you just feel the happiness soaking in. How good your poor, old feet feel. They want to dance for joy. "Tiz" is grand. "Tiz" instantly draws out all the poisonous exudations which puff up your feet and cause sore, inflamed, aching, sweaty feet.

Get a 25-cent box of "Tiz" at any drug store or department store. Get instant foot relief. Laugh at foot sufferers who complain. Because your feet are never, never going to bother you or make you limp any more. Adv.

## TRUCK INDUSTRY NOT DEPENDENT UPON WAR SALES

Horse Drawn Wagons Cannot  
Compete With Motor Truck;  
Farmers Use Motors

By H. W. PERRY  
Secretary Commercial Vehicle Committee,  
National Automobile Chamber of Commerce, in the New York Times

It is an erroneous impression that the American motor truck industry is dependent upon the European war for continued prosperity and growth. The war orders of the British, French and Russian governments have been a spectacular feature of the industry and had a tremendously stimulating influence, but they represented only a little more than one-quarter of the total domestic production since the war began, nearly two and one-half years ago, and the exports of trucks have been decreasing gradually this year while the domestic demand has continued to increase.

From July 1 to December 30, it is estimated the United States produced about 154,000 commercial vehicles valued at approximately \$208,000,000. In the same period the country exported 11,918, valued at \$112,289,564. From July 1, 1916, to October 30 last, only 5787 trucks were exported, as against 7908 exported in the same months last year.

The manufacturer of trucks and delivery cars has increased from an estimated production of 30,000 during the year 1914 to 72,000 in 1915, and 96,000 last year. Plans of the manufacturers for the coming year indicate a probable output of 125,000 vehicles.

Truck manufacturers have been working at the limit of their capacity for the last two years; additions have been built to old plants and new factories have been erected and others are in course of construction. Still the domestic demand exceeds the supply. So long as general prosperity and our industrial and commercial activities get no serious setback, the manufacture and sale of motor trucks will increase rapidly. The business world now concedes the superiority of motor haulage and delivery over former methods of transportation for relatively short distances and the practical elimination of the horse from the field is only a matter of time. Cost of manufacturing has been cut materially in the last two years and truck prices have been lowered correspondingly.

### Intermediate Sizes

Present tendencies among the manufacturers are toward building more intermediate sizes of trucks, particularly of two and one-half and three and one-half tons capacity; toward higher prices for trucks of six tons' capacity and up, and of the intermediate and three ton sizes, and lower prices for the one, one and a half, two, and five ton models; toward a return to right side steering and control and worm and internal gear drive. There is also some increase in the use of electric starters, governors, single rear tires, cast-steel radiators and the provision of driver's cab as part of the chassis; also to square spoke wheels.

### No Reason for Pessimism

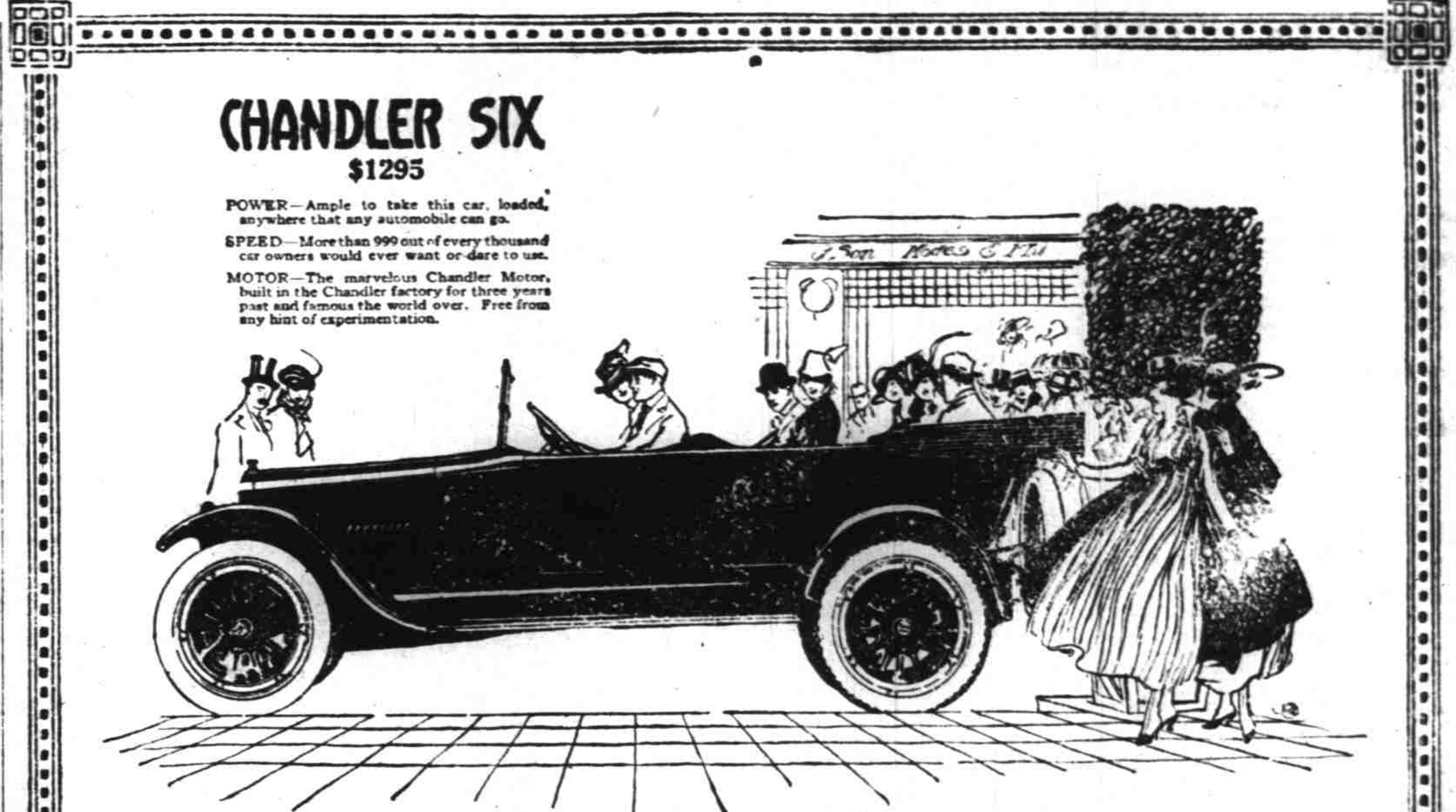
There has been considerable speculation as how the ending of the war in Europe will affect the American truck industry, but there does not appear to be any reason for pessimism. Visitors and inquiries from foreign countries seeking agencies for American cars and trucks indicate a conviction that there will be a big demand after peace is declared, and that European factories will be unable to meet it. Our trucks have gained a good introduction in foreign markets and have given such good service that they will be able to compete with European trucks. While many of the trucks now in army service probably will be returned to private use, the tremendous amount of reconstruction work to be done is expected to create an unusual demand for new machines. Should a period of general depression occur after the war in the belligerent countries and their colonies our own home market will absorb the total output, which is not now equal to the demand.

### Traffic Congestion Helped

Traffic congestion on the railroads has extended the use and sale of trucks during the past year, and prospects are that it will require several years to build enough freight cars and locomotives to make up the present shortage.

It is impossible to forecast with any degree of accuracy the future developments of the motor truck. The manufacturers of horse drawn wagons provide some basis for estimating the motor truck absorption capacity of the country. In 1899, when the population of the United States was about 75,000,000, the number of business wagons manufactured was 570,000; in 1904 it was 643,000, and in 1909, 587,000. With a population of more than 100,000,000 now, and the increased activities of the country, we should be building more than 750,000 wagons a year, except for the retarding influence of the motor truck. It is general-ly accepted that one motor truck does the work of three horse drawn vehicles; therefore there should be a potential market for 250,000 trucks a year, instead of 750,000 wagons, if they can take the place of wagons in all fields of work.

5,000,000 Wagons in Use  
But it is fair to assume that wagons have an average life of 10 years, and that on this basis there are in use today at least 5,000,000 wagons. No doubt the number is much larger, because there are 6,500,000 farms in the country and every farm needs one or more wagons. And this takes no account of the hundreds of thousands of



## Many Would Pay More if Paying More Would Buy More

THOUSANDS who buy the Chandler are not seekers after low price. They desire the best six-cylinder motor car. They are convinced by comparative performances and by the record of Chandler cars in owners' hands that the Chandler is the best.

Still, Chandler leads in price today quite as distinctly as it has led for four years.

In the face of advanced cost of all materials and labor the Chandler price is but \$100 higher than two years ago. And the car is finer than then. Not a feature has been cut out of it. Much has been added.

And other cars in the Chandler field have advanced as much as three hundred dollars the past year. You must judge whether such large advance has been occasioned by necessity or by a desire to take advantage of an opportunity.

The Chandler Company has been unwilling to inflate the Chandler price. It has advanced the Chandler price only enough to cover part of the increased cost of manufacture. Not enough to cover increased manufacturing cost and provide a war-time profit on top of that.

The public is not blind. The public thinks. The motor car buyer is capable of discriminating.

So this year—not because of anything we might claim, but because of your judgment and your neighbor's judgment—we shall probably build and sell more cars than any other manufacturer building a car of even similar quality.

See the Chandler Now.

Four-Passenger Roadster, \$1395  
Four-Passenger Convertible Coupe, \$1995  
Seven-Passenger Touring Car, \$1395  
Seven-Passenger Convertible Sedan, \$1995  
Limousine, \$2695

All Prices f. o. b. Cleveland

CHANDLER MOTOR CAR CO., CLEVELAND, OHIO

**The von Hamm-Young Co., Ltd.**

Honolulu

DEALERS

Hilo

## BATTERY SHOULD NOT BE ALLOWED TO DO ALL WORK

The organism of the average storage battery is quite similar to that of the human body. It is subject, as is man's system, to both overfeeding and underfeeding. As in the treatment of man the ideal way is to keep in the middle of the road, and not permit your battery to become rundown or overfed. If you do this, says P. M. Smoot of Smoot & Steinhilber, local agents for the Willard Storage Battery Company, you will avoid almost nine-tenths of your battery trouble and at the same time save money.

"A storage battery," says Smoot, "is intended to do a certain amount of work and must receive a certain quantity of energy or food. If the use to which the car is put is above the normal, battery apoplexy is sure to result in time. An overfed battery heats up rapidly and if the motorist does not give sufficient exercise to balance the feed he should check it with a thermometer on warm days at least. The temperature of a battery should not be allowed to exceed 120 degrees Fahrenheit. One hundred degrees is a danger point. If the battery is overfed exercise it by keeping the lights burning when driving. This is the best remedy for overfeeding."

"All Willard batteries should be filled with pure water once every week in the summer time and at least once each two weeks in the cooler weather. The water for filling the battery should be distilled. This is important, for spring, river and well water usually contain minerals, such as iron, and this works a harmful effect on the mechanism of the battery."

"The Willard company maintains service stations, 750 of them, all over the United States. Service at these stations is absolutely free. An expert mechanic will inspect your battery and can suggest the best remedy for inefficient batteries."

Six of the twelve cylinders of a new automobile engine can be cut off from operation when it is desired to economize fuel and full power is not needed.

CYLINDERS "CUT OUT"

and can suggest the best remedy for inefficient batteries."

## The BELMONT Lead-Coated-Steel CASKETS

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Recommended because of its great strength and durability:

The body is formed from a solid sheet of heavy armor plate steel, coated with pure lead and cloth covered. No wood or glue is used in its construction and it will not come apart in wet ground.

It cannot be crushed by the earth nor invaded by animals.

It affords protection to the body in a greater measure than any other casket made and can be secured at a price very little in excess of an ordinary wood casket.

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We Invite Your Inspection.

Furnished only by

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